

Appl. No: 10/800,884  
Response to Office Action dated November 2, 2011

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Jack K. Zhang et al.  
Appl. No.: 10/800,884  
Filed: March 15, 2004  
Title: METHODS AND SYSTEMS FOR MAPPING LOCATIONS OF WIRELESS  
TRANSMITTERS FOR USE IN GATHERING MARKET RESEARCH DATA  
Art Unit: 2617  
Examiner: Cong Van Tran  
Docket No.: 52579-113195 (P0123A)

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE PURSUANT TO 37 C.F.R. §1.111**

Sir:

In response to the Non-Final Office Action dated November 2, 2011, Applicants present the following response:

**Listing of the Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.